

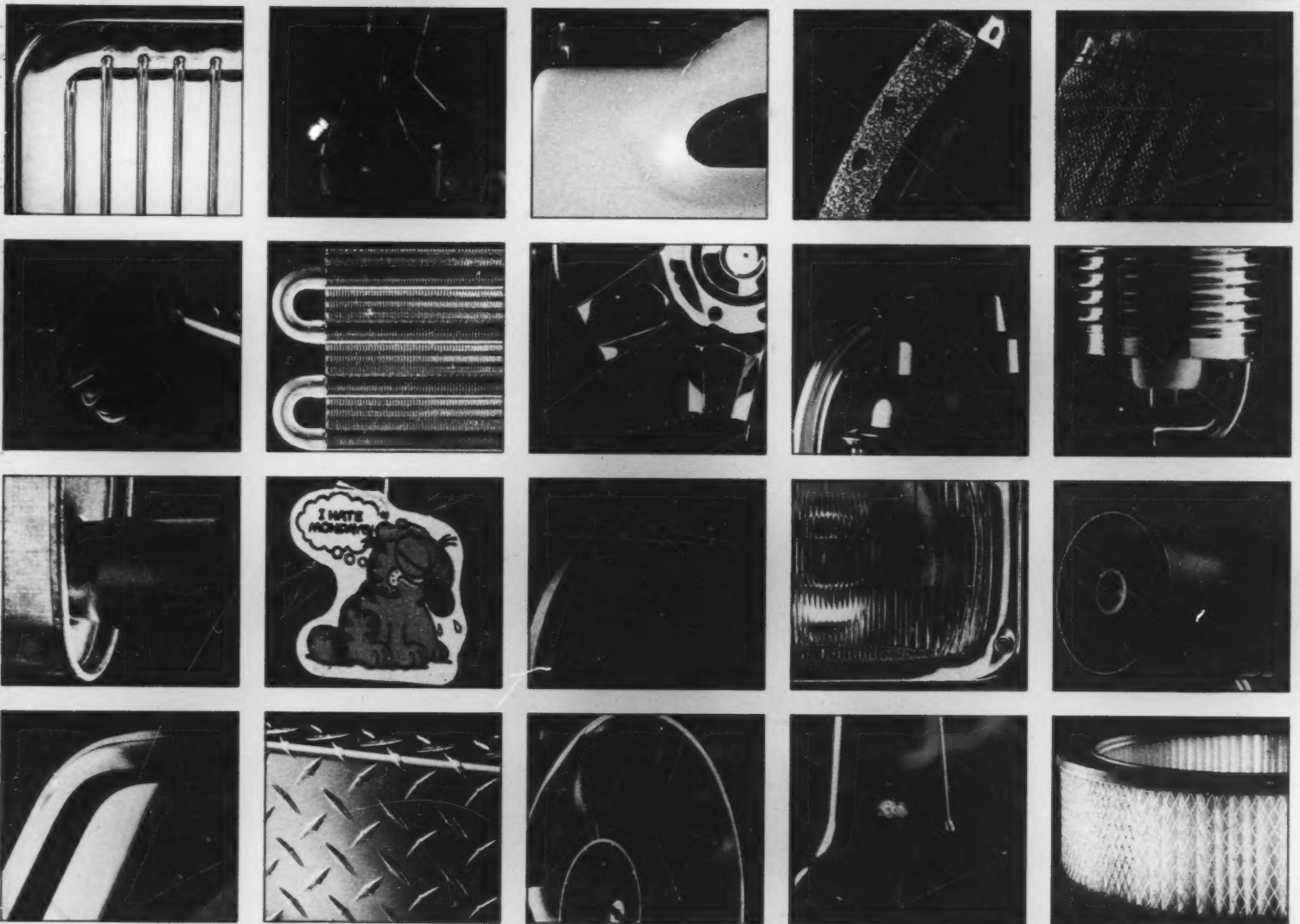
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Chilton's

AUTOMOTIVE MARKETING

The Marketing Business Magazine For The Retail Aftermarket

JULY 1987



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THE BUYERS' GUIDE

Automotive Catalogs

Chilton's AUTOMOTIVE MARKETING

abc

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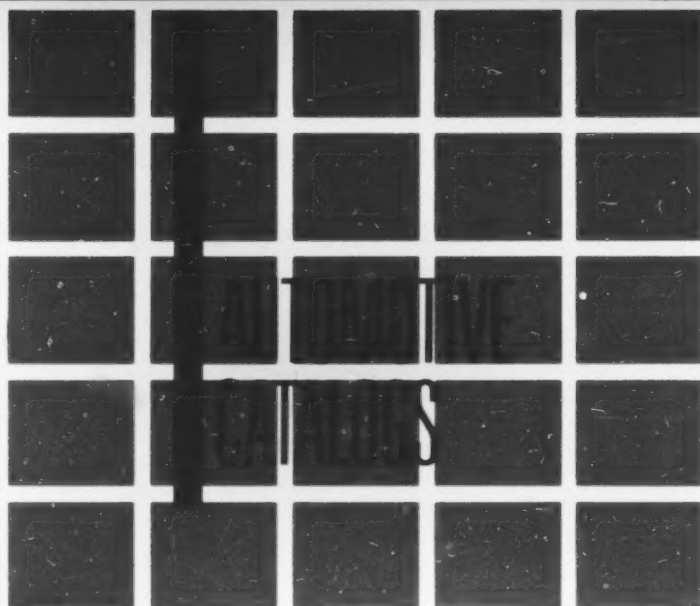


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PUBLISHER'S NOTES

PAPER AVALANCHES

Besides snow and ice, today's avalanches are also made of paper...the catalogs which spill from our home mailboxes into our arms, and from our office mail bags into our "IN" boxes! Our Chilton research department tells us that about ten billion catalogs were distributed in 1985. The experts predict even more in the future. What's more, catalogs are now merchandise themselves, as well as shopping tools. The catalog makers, seeking ways to gain additional distribution, recoup printing costs, and add other profit centers, are stocking them on store shelves...for sale.

We're in the catalog business, too. This annual Buyers' Guide issue sorts through the mail for you. We've printed "catalogs" very pertinent to automotive parts retailing.

Turn next to our very, very comprehensive list of products and suppliers. A new-this-year index makes finding particular products, whether parts or tools and equipment, easier.

Don't forget to check out *Detailing The Market!*

Please tell us how we at *Automotive Marketing* do in our efforts to provide you with the data and information you need to stay in the retail aftermarket business at a profit. *That's* the ultimate object of the game! ■

Sarah Frankson
Sarah Frankson,
Publisher



DETAILING THE MARKET

IN-STORE FOCUS

ROYAL AUTO SUPPLY
Headquarters: 300 Enterprise
Ln., Twin Park Ind. Center,
Colmar, PA 18918
(215) 822-1359
Stores: 19
Total Corp. Sales:
\$5,960,000 (est.)
Average SKUs: 10-12,000
Founded: 1937
Region Covered: Greater
Philadelphia, Lehigh Valley
and Central Pennsylvania

Royal Auto president Jon Slenn prides himself on maintaining a work force with a lower-than-average turnover. That's no mean feat in the retailing world, but it's a vital part of Slenn's overall recipe for success.

In Slenn's view, running a top-notch chain includes not only expansion and savvy advertising, but "getting the best available help."

The first part of his employment formula involves "shopping around" for the best available employees. Slenn believes in taking his time when hiring, and this type of care has paid off handsomely: "The good employees never seem to leave," he says. Many of his employees, in fact, have been with Royal for 20-30 years.

How has Slenn managed to keep such a dedicated work force in a field notorious for turnover? "If I knew, I wouldn't tell you," he jokes. "But we do take good care of our people. We honestly care about them. We treat them as nicely as we can; we're not demanding in a harsh sense. I get very upset



about my employees (if they have a problem)."

The chain of command at Royal follows a traditional pattern. Employees answer to their individual store managers, who in turn report to one of two district managers. The district managers report to Slenn himself. But, insists Slenn, "I'll talk to anybody. My office is always open, the phone is always available." And he means it.

One rule Slenn says he insists on is that "We will absolutely not promote from within the company." That promotes employee good will, as does the annual company dinner dance and a good benefits package, the contents of which Slenn will not reveal. Employees are kept abreast of com-

pany activities via a monthly newsletter, and receive no formal training. They learn on the job, a system which Slenn finds very workable.

At press time, the Royal Auto chain had 19 stores, with "leases signed" on three more sites, according to Slenn. That growth is part of the chain's plan for the 1980s—a plan that has taken the retailer from five to 19 locations in this decade.

In addition to Slenn's expansion plans and updated advertising program, part of the credit for this success must go to his employee "family." A well-known anecdote about Royal Auto has been told repeatedly in the industry: One weekend, Slenn moved a store

into a different location; in his words, he actually "swapped stores" to gain more space. Thanks to diligent and enthusiastic employees, the move was accomplished in 23 hours, and only one day of business was lost.

That kind of employee attitude and support adds another meaning to Royal's ad campaign which centers around a character who sings a jingle that says, "We're sensitive at Royal Auto." When the slogan debuted, its target audience was 18-49-year-old males in about a 75%-25% ratio.

The little "We're sensitive" character also appears in every Royal print ad—all part of an image-building campaign for a successful chain on the move.

PROFILE: CHEVROLET OWNERS/DIYers

Drawing from the 1987 *Automotive Marketing Consumer Automotive Repair Study*, we look at DIYers who own Chevrolets, the most popular American-made car among DIYers.

			Age					Income			Hours Per Month Spent On DIY			
			25-34	35-44	45-54	55+		\$20-30K	\$30-40K	+40K	-1 Hrs	1-5 Hrs	6-10 Hrs	11+ Hrs
Total	Male	Female	25	34	44	54	55+	\$20K	\$30K	\$40K	+40K	Hrs	Hrs	Hrs
100.0%	77.9%	22.1%	14.4%	28.3%	27.3%	12.7%	17.3%	29.5%	26.6%	18.2%	25.7%	16.4%	52.5%	18.2%



DETAIL

50%

of all the new passenger cars registered in the U.S. in 1990 will be imported, predicts William F. Prebe, vice president-economist, Dana Corp.